

DOWNTOWN HAYWARD BIKE



Radeo

AND *cyclepath*

BMX SHOWCASE

SATURDAY, MAY 16, 2015

BIKE SAFETY • EXPLORE DOWNTOWN • FREE



Presented by:



KAISER PERMANENTE®

DBIA
Downtown Business
Improvement Area



Downtown Hayward Bike Rodeo & Cyclepath BMX Showcase

Saturday, May 16, 2015

This first-ever event is a bicycle skills and downtown Hayward exploration activity for families. The goal is to provide an opportunity for participants to learn, practice, and demonstrate safe bicycle handling skills in a fun and entertaining atmosphere while discovering retailing, dining, and entertainment options in downtown Hayward. Attractions will include free bicycle repair, bike safety classes, and demonstrations of BMX skills to introduce families to a unique element of bicycling. A unique feature will be provision of a "bike valet" so that visitors can park their bicycles in a secure, monitored location.

The focus will be on family participation, although all visitors will be welcome. Virtually all events will occur in the downtown area bounded by Foothill and Mission boulevards and A and C streets, similar to the Hayward Downtown Street Party layout.

The following plan has been reviewed and approved by the Hayward Police Department and the City of Hayward Maintenance Services Division.

Participating Hayward organizations will include:

- Downtown Business Improvement Area
- The City of Hayward
- Hayward Chamber of Commerce
- Hayward Police Department bicycle patrol and reserve officers
- Hayward Police Department School Resource officers
- Hayward Police Department Downtown Ambassadors
- Hayward Fire Department / Station No. 1
- Hayward Area Recreation and Park District
- Hayward Unified School District / Made in Hayward Campaign
- The Kids Breakfast Club / Burbank School site
- The Hayward Public Library

Regional / state organizations

- California Highway Patrol
- Kaiser Permanente

Participating bicycle organizations:

- Bike East Bay
- Safe Routes to School / California
- Turning Wheels for Kids
- Fremont Freewheelers Bicycle Club

Bike Block Events

Obstacle Course Block / B Street between Foothill Boulevard and Main Street

The Hayward office of the California Highway Patrol will conduct a safety check and obstacle course the length of this block. Check in will be on the street near the theatre entrance. Access to the starting line will be via the theatre alley, Municipal Parking Lot #1 adjacent Bank of the West, and one half of B Street. Assistance from Hayward police explorer scouts and Downtown Ambassadors.

Bike Safety Block / B Street between Main Street and Mission Boulevard

Turning Wheels for Kids will conduct “bike builds” and safety checks in 10 pop-up tents. There also may be bike and helmet giveaways as we continue to discuss the organization’s involvement with this event.

The organization exists to collect funds, purchase and assemble bikes and then distribute them to worthy, established children’s charities. Throughout the year the organization assembles bicycles for separate projects that will require built bicycles in the coming year.

California Safe Routes to Schools. California has two regional network projects, in the Bay area and in Southern California. These projects have been provided funding by Kaiser Permanente with a goal to leverage additional resources for walking and bicycling initiatives through regional and local policies and plans such as Regional Transportation Plans.

The BikeMobile will also be on hand on this block. This is part of a program launched in March 2014 through a grant from the Spare the Air Youth program, funded by the Metropolitan Transportation Commission in partnership with the Bay Area Air Quality Management District. The free resource focuses on families from low-income communities that often don’t have access to professional bike repair. Of particular focus to this group will be residents of the ‘Promise Neighborhood’ area

BMX Showcase Block / Main Street Between A and B Streets

Cyclepath will sponsor this block, where half-pipes, “fun boxes” and other apparatus will be used for experienced BMX riders to demonstrate skills for this exciting sport. On another part of the street, “classic” BMX bicycles will be on display, much like a car show, with awards to the best in the show. Additionally, there will be demonstrations of the latest in 21st Century cycling: electric bicycles.

Be Better On Your Bike Block / Main Street Between B and C Streets

Bike East Bay hosts fun and informative events, rides and programs to build community engagement. The organization hopes to top 6,000 members in 2014 and at the Hayward event will conduct two events. 1) A family cycling workshop will be held from 11 a.m. to 1:30 p.m. for families with children in grades 2-6 who are ready to take to roads and pathways. 2) A kids’ bike rodeo will include a mock city course, skills building and safe walking. Bikes and helmets will be provided to those 2 to 6 years old who do not have them. This event will be promoted by Bike East Bay to all its affiliate groups as a destination ride location.

Also on this block we will place exhibits for community organizations with bike safety and community events such as the **Hayward Area Recreation and Park District** and the **Hayward Unified School District**.

Main and B Streets Intersection

The chamber will run an information booth and water/soda station here, as well as portable toilets. Also at this location Kaiser Permanente may bring their teams who help kids make art by spinning on a bicycle and shake up smoothies that way, as well. Kaiser has a medical complex on Hayward's Sleepy Hollow Avenue and another at A Street and Hesperian Boulevard.

Extras

Groups Riding In

1. **The Kids Breakfast Club** meets at Burbank School / Cannery Park on the morning of May 16 for their free meals. Following their breakfast, the kids and their parents will use the bicycle lane up B Street, cross City Hall Plaza and visit the library and Fire Station #1 before emerging into the Downtown Bike Rodeo area via Main and C streets. In addition, this excursion will be promoted on Bike East Bay's calendar of events. Monitors will include city police bicycle officers, and possibly police explorer scouts and school resource officers.
2. **The Fremont Freewheelers**, largely an adult organization, are considering riding to Hayward on May 16 so that they can participate in this event.
3. **Bike East Bay** may organize an excursion from one of our neighboring cities on May 16.

Bike Valet Service. Bike East Bay will provide racks and allow bicyclists to park "coat check style" while they explore the bicycle events and other features downtown Hayward has to offer.

Roadway Monitors. Hayward's downtown HPD bicycle patrol officers have endorsed this event and we hope to add school resource officers, all who are bicycle certified. They will be aware of bicycle groups entering the downtown area and particularly monitor and assist those with children.

Farmer's Market. The Hayward Farmer's Market will be in operation on Watkins Street on May 16 and organizers are pleased to have this extra influx of potential customers. Bike Rodeo participants may also use their portable toilets.

Vendors. A handful of vendors will be sought that do not create direct competition with downtown businesses. The chamber will operate a water and soda concession at the information booth at the intersection of B and Main streets.

Hayward Police Department. Principal contact will be South Division Commander Lt. Jim Denholm, who will coordinate activities of the Downtown Ambassadors, reserve officers, Explorer Scouts, school resource officers, and downtown bicycle officers.

Liability. All major partners and potential vendors have appropriate insurance. The City of Hayward covers the DBIA.

Amenities. This will be a downtown street party format, with portable toilets, extra waste containers and dumpsters, and clean-up crews.

City Approvals. On Dec. 16, plans for the Bike Rodeo were reviewed favorably by city Maintenance Services Director Todd Rullman and three from the Hayward Police Department: Lt. Jim Denholm (North/Downtown Station commander), Lt. William Detlitch (South Station commander), and North District crime prevention specialist Gale Bleth. These contacts will be maintained up to and during the event. Plans also have been reviewed by Hayward's downtown bicycle officers Craig Fovel and Aaron Runolfson.

*Kim Huggett
Dec. 30, 2014*

Downtown Hayward Bike Rodeo & Adventure Ride
Saturday, May 16, 2015

Route for The Kids Breakfast Club and Friends

Proposed Route



